



# Irlam and Cadishead Academy

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## BTEC Enterprise/Business

“I want to run my own business one day, so studying Enterprise made sense. It teaches real skills like marketing, finance and planning skills I know I'll actually use in the future.”

**Empowering Excellence, Expecting the Extraordinary**

# The Course Units – 3 Components

## Components

Learners are required to complete and achieve all three components in the qualification.

Pearson BTEC Level 1/Level 2 Tech Award in Enterprise				
Component number	Component title	GLH	Level	How assessed
1	Exploring Enterprises	36	1/2	Internal
2	Planning and Presenting a Micro-Enterprise Idea	36	1/2	Internal
3	Marketing and Finance for Enterprise	48	1/2	External Synoptic

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# Component 1 – Exploring Business

- Learning outcomes
- A Understand how and why enterprises and entrepreneurs are successful
- B Understand customer needs and competitor behaviour through market research
- C Understand how the outcomes of situational analyses may affect enterprises.

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# BTEC Enterprise Component 2 – Planning your own business

## What is Component 2 about?

This unit focuses on **developing, planning, and pitching a business idea**.

Students take on the role of an entrepreneur and learn how to turn an idea into a realistic plan. It's practical, creative, and builds real-world skills.

### Why is this Unit Amazing?

**Hands-on and practical** – not just theory, you actually create and pitch your own business idea.

**Real-world relevance** – these are skills used by entrepreneurs every day.

**Boosts employability** – planning, presenting, and problem-solving are valued in any career.

**Fun and creative** – you can choose an idea you're passionate about and make it happen.

**Great for future pathways** – whether you want to start your own business or work in marketing, finance, or management, this unit gives you a head start.

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# Component 2 – Example

## Operations: Product features and pricing strategy

### Features of the product

Name of product:	
Description of product:	
Retail price of product:	
Cost of raw materials for each product:	
Benefits of the product:	
Unique selling points of the product:	
How the product's features help to meet your aims:	

### Pricing strategy

Type of pricing strategy:	
Selling price:	

Where will you be selling, and why?

## Target market: Who are your customers?

What research have you done to get a better understanding of your market?

*Key findings from research (include in your appendices)*

## Who is your target market?

Market segment description	How and why the product will appeal to them	How and why the pricing will appeal to them	How and why the promotion will appeal to them

How will your product reach your customers?

## Financial information: Cash flow forecast

	Cash flow forecast for enterprise name											
	Month 1 £	Month 2 £	Month 3 £	Month 4 £	Month 5 £	Month 6 £	Month 7 £	Month 8 £	Month 9 £	Month 10 £	Month 11 £	Month 12 £
<b>Cash inflows</b>												
Total inflows												
<b>Cash outflows</b>												
Total outflows												
<b>Net cash flow</b>												
Opening balance												
Closing balance												

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# Component 3 – Marketing and Finance

- You will explore how small and medium-sized enterprises (SMEs) use marketing and finance.
- This includes understanding the marketing mix, identifying target markets, and making marketing recommendations. You will also analyse financial information, use financial documents, consider payment methods, and assess profitability and liquidity using ratios.
- Finally, you will look at the importance of financial planning, make financial decisions, and suggest improvements for an enterprise.

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# Component 3 – What the exam looks like

Sid wants to advertise her products to increase brand awareness and attract new customers to her store.

(b) Explain **two other** advantages for an enterprise of advertising its products.

(4)

3. Explain two advantages for an enterprise of satisfying the needs of its customers. [6]

*One advantage is... This would lead to... Therefore...*

*Another advantage is... This would lead to... Therefore...*

Sid also plans to use social media marketing.

7 (a) Explain **two** disadvantages for an enterprise of using social media marketing.

(4)

*Looper River Taxis* are looking to expand by offering annual passes to local enterprises on either side of the river for their employees to use on their commute to and from work.

Discuss the advantages and disadvantages to *Looper River Taxis* of selling directly to enterprises rather than customers.

[6]

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# Why choose BTEC Enterprise?

- It is real world living – Learn content that is actually helpful!
- Skills that will transfer in the workplace – We all need to know how to budget!
- Build communication skills and confidence
- You can be creative!

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# Historical Results

- A course designed for learners to engage in the real world curriculum.
- Results – We would aim for students to be achieving a grade above target grades in Maths and English – This gives them a great chance to excel in the Business sector after ICA
- 100% Pass rates

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# What other subjects go well with Enterprise?

- This course builds on and uses the knowledge and skills you learn in your GCSEs, particularly in Maths and English. It can also be complementary learning for vocational courses in areas such as digital tools and technologies, creative media production, sport (PE) and technology.
- This course is different from studying GCSEs, as, by taking part in different types of practical activities such as investigating real SMEs, planning your own enterprise idea and delivering a pitch, it gives you the opportunity to apply your knowledge, skills and the techniques you learn in practical ways

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# Where can a BTEC Tech Award take you?



## Practical, transferable skills

BTEC Tech Awards focus on building skills which will give your students the confidence to progress in whatever path they choose.



## A taste of enterprise

The BTEC Tech Award is a practical introduction to life and work in Enterprise, so your students can develop their understanding of the sector and see whether it's an industry they'd like to be in.



## A well-rounded foundation for further study

As they're designed to be taken alongside GCSEs, with a BTEC Tech Award your KS4 students have the opportunity to apply academic knowledge to everyday and work contexts, giving them a great starting point for academic or vocational study post-16, as well as preparing them for future employment.

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# Next Steps - Careers

**The successful completion of this course will enable you to progress to whichever Business related route you choose.**

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**A Level  
Business  
(Level 3)**

**Apprenticeship  
e.g. Business Administration  
(Level 2 and 3)**

**Possible future careers:**

- Business Management
- Human Resources
- Marketing
- Administration
- Finance
- Setting up your own business



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# Testimonials

- "I chose BTEC Enterprise because I prefer practical work over long written exams. The course lets me apply ideas to real businesses, which makes learning feel more relevant and enjoyable."
- "BTEC Enterprise helped me build confidence by completing projects, presentations and coursework. I liked being assessed throughout the year instead of relying on one final exam"

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